

ASHLEA DAVIES

HEALTHCARE TRANSFORMATION | OPERATIONAL READINESS | DEPLOYMENT & ADOPTION

BUSINESS ANALYSIS • BUSINESS IMPROVEMENT • WORKFORCE OPTIMISATION • STAKEHOLDER & SUPPLIER MANAGEMENT • ENTERPRISE DELIVERY



Lockhart NSW



0400 144 447



ashlea.davies.au@gmail.com



ashleadavies.au



[in/ashlea-davies](https://in.linkedin.com/in/ashlea-davies)

PROFESSIONAL PROFILE

Healthcare transformation and business improvement professional with 15+ years' experience spanning frontline healthcare, community service operations, service coordination, operational leadership, enterprise deployment, change and adoption, and business analysis.

Brings a practical end-to-end understanding of how technology, workforce models, processes and operating structures affect customers, employees and service delivery. Experienced in translating complex business and operational needs into practical solutions across operational readiness, deployment, process improvement, workforce optimisation, data remediation, UAT and technology-enabled transformation.

Most recently delivered transformation across Australian Unity's Home Health and Remedy Healthcare businesses, partnering with operational, clinical, technology, project and vendor teams to identify requirements, manage implementation risk and support sustainable change across large, geographically dispersed healthcare operations.

Detailed project case studies, measurable outcomes, capability frameworks and leadership recommendations are available at ashleadavies.au

CAREER HIGHLIGHTS

Selected transformation achievements delivered across several roles within Australian Unity's Home Health business:

ENTERPRISE HEALTHCARE TRANSFORMATION:

Delivered operational and data readiness for a phased Salesforce Health Cloud transformation across 53+ neighbourhoods, encompassing 45,000+ customer records and 4,000+ employees across Home Health, Community Nursing and Allied Healthcare.

OPERATING MODEL TRANSFORMATION:

Led deployment and adoption activities for the Team-Based Care operating model across **26 neighbourhoods, supporting 33,000+ customers and 2,600+ home care workers**, coordinating workforce readiness, training, go-live and frontline adoption.

DIGITAL MENTAL HEALTH TRANSFORMATION:

Delivered a Genesys Cloud IVR and Salesforce CTI enhancement supporting 100+ clinicians and 3,000+ customers, improving adult and under-16 caller journeys with zero critical production defects.

CORE CAPABILITIES

Business Analysis: Requirements Elicitation | Current & Future-State Process Mapping | Data Analysis | UAT | Workshop Facilitation

Transformation & Implementation: Operational Readiness | Deployment Planning | Change Impact Assessment | Change & Adoption | Process Improvement

Operational & Governance: Workforce Optimisation | Capacity Planning | Service & Operating Models | Operational Governance | Risk & Issue Management | UAT & Release Governance | Continuous Improvement

Stakeholder & Healthcare: Executive & Stakeholder Engagement | Vendor & Partner Management | Healthcare Operations | Aged Care & Support at Home | Clinical & Operational Stakeholders

TECHNOLOGY & PLATFORMS

Salesforce Health Cloud | Salesforce Service Cloud | Salesforce Omni-Channel | Salesforce CTI | Genesys Cloud | Procura (AlayaCare) | Biarri | SAP SuccessFactors Employee Central | Jira | Confluence | Wrike | Microsoft Excel (Advanced) | Power Query | Power BI | Tableau | Microsoft Visio | SharePoint | ServiceNow | Miro

QUALIFICATIONS & RECOGNITION

Certificate III In Aged Care | Riverina Community College

2024 Performance - Inspiring:

Achieved the highest performance rating for leadership, delivery, collaboration and organisational contribution while leading enterprise deployment initiatives.

2025 Performance - Delivering:

Recognised for analytical capability, enterprise transformation delivery, operational readiness and business analysis across strategic technology initiatives.

2026 | Proactive Risk Management Award:

Received Australian Unity's 2026 Proactive Risk Management Award for identifying operational risks that improved customer, employee and organisational outcomes.

Leadership feedback and recognition: ashleadavies.au/recommendations

PROFESSIONAL EXPERIENCE

AUSTRALIAN UNITY | 2019 – 2026

Progressed from service coordination into operational leadership, enterprise deployment and business analysis across Australian Unity's Home Health business, including two transformation secondments while substantively appointed as Deployment Consultant

BUSINESS ANALYST | Technology, Digital & Transformation | Secondment | Jan 2026 – Jun 2026

Delivered business analysis across customer experience, operational and technology transformation initiatives spanning Australian Unity Home Health, Remedy Healthcare and partner-delivered healthcare services.

- Led discovery, requirements elicitation, current and future-state process analysis, stakeholder workshops, data analysis, UAT and implementation readiness.
- Defined business and non-functional requirements, business rules, dependencies, user stories and acceptance criteria, translating validated discovery outcomes into traceable requirements for solution design and delivery.
- Coordinated business, clinical, partner, vendor and technology stakeholders across testing, defect management, production validation, release readiness and implementation.
- Worked across Salesforce, Genesys and vendor-led initiatives spanning digital mental health, contact centre transformation, channel migration, Hospital-in-the-Home service restoration and operational improvement.
- Established a Business Analysis Community of Practice to strengthen collaboration, consistency, knowledge sharing and capability across the BA function.

DEPLOYMENT CONSULTANT | Home Health | Substantive Role | Jan 2023 – Jun 2026

Worked between project teams and Home Health operations to translate technology, operating-model, acquisition integration and data-transformation requirements into practical deployment and operational-readiness actions.

- Led and supported operational readiness across enterprise technology transformation, data migration and remediation, acquisition integration and operating-model change.
- Analysed operational and workforce data to identify anomalies, gaps, dependencies and implementation risks, coordinating validation and remediation with business and project stakeholders.
- Coordinated deployment planning, stakeholder engagement, training, risk and issue management, go-live readiness and post-implementation support.
- Partnered across operational, clinical, technology, project and leadership teams to prepare geographically dispersed healthcare services for change while protecting continuity of care.

DEPLOYMENT & ADOPTION LEAD | Home Health | Secondment | Apr 2024 – Oct 2024

Led the **Deployment Analyst, Deployment Consultant and Training stream** for the **Team-Based Care operating-model transformation across 26 neighbourhoods**, supporting **33,000+ customers and 2,600+ home care workers** across geographically dispersed Home Health operations. Partnered across program, change, technology, communications and operational teams to support successful deployment and adoption.

- Directed neighbourhood readiness, workforce preparation, training, go-live and adoption, translating the future operating model into practical frontline processes.
- Analysed workforce capacity, service demand, employee availability, contracted hours and operational data to identify readiness gaps and implementation risks.
- Led operational risk identification and mitigation across workforce, process and technology dependencies to support implementation and continuity of care.

COMMUNITY LIAISON MANAGER | Home Health | Feb 2022 – Jan 2023

Managed an aged care customer caseload across Western Plains and Far West operations while relieving in Branch Manager responsibilities, spanning workforce coordination, recruitment, onboarding, employee capability and coordination of allied health, community nursing and third-party services.

- Managed customer, workforce and service-delivery issues across geographically dispersed operations, balancing care requirements against workforce capacity, availability and service risk.
- Built trusted relationships with customers, families, employees and community stakeholders, resolving concerns and coordinating changing care needs to maintain continuity of care.
- Supported workforce scheduling, recruitment, onboarding, employee capability and service-provider coordination across regional operations.

SERVICE COORDINATOR | Home Health | May 2019 – Feb 2022

Coordinated high-volume home-care service delivery across a regional network, balancing customer needs against employee availability, location, qualifications, contracted capacity and travel requirements.

- Managed workforce scheduling and service continuity through unplanned leave, cancellations and changing customer requirements.
- Supported recruitment, interviewing, onboarding, mandatory training and workforce capability while coordinating external providers where internal capacity could not meet customer demand.

EARLIER HEALTHCARE & COMMUNITY SERVICES EXPERIENCE

Community Care Coordinator | LiveBetter | 2018–2019

Coordinated aged care and community services, managing customer activities and budgets while rostering and supporting a workforce of more than 60 employees.

Disability Support Worker | CareWest / LiveBetter | 2016–2018

Provided person-centred support across personal care, daily living, community participation, medication administration and individual independence goals.

Assistant in Nursing | Warren GWAHS | 2015–2017

Delivered direct patient and residential care, clinical observations and documentation while supporting people with complex health conditions including dementia, Parkinson's disease and diabetes.

Diversional Therapist | Gilgandra GWAHS | 2016–2017

Planned and delivered individualised leisure, wellbeing and participation programs, adapting activities to individual abilities and needs to support social connection and quality of life.

Assistant in Nursing | Emily Gardens, The Rock | 2011–2014

Provided residential aged care covering personal care, mobility, vital signs, blood glucose monitoring, skin integrity, wound care and clinical documentation.

SELECTED PROJECT PORTFOLIO

TEAM-BASED CARE OPERATING MODEL | DEPLOYMENT CONSULTANT → DEPLOYMENT & ADOPTION LEAD

Operating Model Transformation | Workforce Optimisation | Operational Readiness | Change & Adoption

Led operational readiness and adoption for a new team-based care model across **26 neighbourhoods, supporting 33,000+ customers and 2,600+ home care workers**. Analysed workforce demand, capacity, capability and customer service data to identify readiness gaps, then coordinated workforce preparation, training, go-live and hypercare. Strengthened workforce and service alignment while reducing deployment risk.

[View case study ↗](#)

ENTERPRISE HOME HEALTH CRM TRANSFORMATION | DEPLOYMENT CONSULTANT

Salesforce Health Cloud | Data Readiness | Enterprise Deployment | Operational Readiness

Delivered operational and data readiness for a phased Salesforce Health Cloud transformation across **53+ neighbourhoods, 45,000+ customer records and 4,000+ employees**. Connected customer and service requirements with workforce capability, validated data and operational dependencies, resolved readiness issues and supported cutover, go-live and hypercare. Improved data quality and established a repeatable readiness approach for national deployment.

[View case study ↗](#)

CUSTOMER & WORKFORCE INTEGRATION | DEPLOYMENT CONSULTANT

Acquisition Integration | Data Migration | Operational Readiness | Cutover

Supported integration of an acquired healthcare provider across **40+ neighbourhoods**, acting as an operational link between business and technology. Validated customer and employee migration data, reviewed future schedules, identified operational risks and supported cutover, communications and hypercare, maintaining continuity of customer care while unifying workforce and customer records.

[View case study ↗](#)

GENESYS IVR ENHANCEMENT | BUSINESS ANALYST

Genesys Cloud | Salesforce CTI | Business Analysis | UAT | Release Readiness

Delivered end-to-end business analysis and operational readiness for a **cloud IVR transformation delivered in partnership with a national mental health service**, supporting **100+ clinicians and 3,000+ customers**. Led discovery, requirements and acceptance criteria, UAT, CTI validation, defect triage, CAB readiness, production validation and hypercare. Executed **97 validation scenarios, including 44 production test cases, with zero critical production defects**, improving caller routing, frontline context and operational reporting.

[View case study ↗](#)

ENTERPRISE UAT & RELEASE READINESS | BUSINESS ANALYST

UAT | Jira | Excel | Vendor & Partner Testing | Defect Triage | Release Readiness

Designed and implemented a live Excel-based UAT framework to coordinate testing across internal employees, external vendors and partners where not all participants had access to Jira. Created a centralised approach for real-time test execution, evidence capture, defect logging, ownership and triage, with relevant defects consolidated into Jira for formal management and release governance. Enabled testing issues to be identified and triaged as they occurred, preventing testing bottlenecks and avoiding delays to release readiness.

[View case study ↗](#)

VENDOR ELIGIBILITY RESTORATION | BUSINESS ANALYST

Root-Cause Analysis | Vendor Management | Service Restoration | Operational Governance

Led investigation and resolution of a critical vendor eligibility issue affecting Hospital-in-the-Home service delivery, where loss of system access created a risk to operational continuity. Traced historical processes and ownership to identify the root cause, coordinated across internal technology and operational teams and external vendors, and established the requirements needed to restore access. Achieved full service capability restoration with no additional licensing cost, while strengthening documentation, ownership and governance to reduce recurrence.

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WEBCHAT TRANSFORMATION | BUSINESS ANALYST

Genesys Cloud | Salesforce CRM | Omni-Channel | BRD | Requirements Analysis | Vendor & Partner Engagement

Led business analysis for the transformation of a digital mental health webchat service supporting **100+ clinicians and 3,000+ customers**, addressing both an approaching legacy webchat retirement and operational issues affecting session management, routing and agent efficiency. Investigated remediation within the existing environment before leading discovery and developing the Business Requirements Document (BRD) defining service continuity, participant experience, intake, routing, counsellor context, CRM integration and reporting requirements. Worked directly with internal teams, the service partner and Genesys consultants to validate the problem and future-state requirements, with the BRD subsequently used to support implementation of the new Genesys Web Messaging solution integrated with Salesforce CRM.

[View case study ↗](#)

EXPLORE MY WORK

Full case studies, transformation outcomes, stakeholder impact and professional recommendations

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